

Golf Joint Advisory Committee Meeting Agenda

Wednesday, June 5th, 4:00 pm at Country Club Boardroom

Attending: Jim Abrahamson, Jerre Barron, Dean Collins, Mark Deihl, Tom Judson, Jason Loyd, Tammie Loyd, Darryl Muldoon, Susan Nuttall, Mary Riorden, Mary Sinkus, Phil Spencer

Absent: David Whelchel, Kim Carlson

Votes & Important Topics:

- Approved Recommendation that Brittany Golf Course remain open
- Approved request from Friends of Dogwood to plant 3 trees on the golf course
- Approved application of Gary Metz to be Golf Committee Member, pending POA Board approval
- Golf Revenue is down \$93,424 YTD through May, Rounds are down 3,255 YTD through May
- Reviewed Handicap Policy, golfers reminded to remain 30' from greens and tee boxes
- JAGC Regular Meeting - Wednesday, June 10th at 4:00 p.m. in the Boardroom

Meeting Notes

Call to Order - Jason Loyd called the meeting to order at 4:00 pm

The meeting minutes from the May 8th meeting were approved. Mark Diehl made the motion and Mary Riorden seconded. Passed unanimously.

Jason introduced our Board Liaisons: Jerre Barron, Mary Sinkus, Jim Abrahamson and David Whelchel (absent)

Lee Yates was recognized for moving one day of play for the Jelly Bellies from Dogwood to Brittany in support of the effort to increase rounds at Brittany.

Jason reported on Marketing activities

- Email click through rate for May was 8.9% vs 8.2% in April, well above industry average
- Marketing received 23 calls in May from those seeing ads vs 19 in April

Committee Course Reports - Appendix 1

Staff Reports

Golf Operations - Darryl Muldoon

- We received heavy rainfall in May, but it was not consistent across the village. Total ranged from 7 inches at Dogwood to 19.7 inches at the Highlands. This variance is significant enough that a single course may be Carts on Path depending on the amount of rain that was received in the various watersheds. Golfers are reminded to check 'Today's Play' after 6:00 am. The Superintendents of each course are responsible for making the decision whether Carts are Path Only.
- The Food & Beverage Department is working with the Highlands Pub to refresh the food offerings.
- A process is in place for the POA staff to check the Restrooms daily. They will reach out to our contract services company if remediation is needed. Note: until the floors are smoothed and painted, it is almost impossible to clean the crevices in the floors. This will probably be a 2020 project request.
- Monthly Financials - **Appendix 2**
 - Darryl reviewed the financials and rounds.
 - Rounds decreased significantly in May due to the rain.
 - Member Green Fee and Cart Rental Revenue is down.

- Merchandise sales continue to increase.
- **APT Tournament**
 - 48 teams are currently registered for the Pro AM, we expect that 2 more teams may sign up.
 - 125 pros are registered, vs 89 in 2018 and 99 in 2019.
 - The Tanyard Creek Driving Range will be closed Monday, June 9th through Sunday June 16th. Members are welcome to go watch the Pros hit.
- **Handicap Flag Violations**
 - There has been some evidence of abuse of the 30' rule for carts with blue flags. Golfers are asked to call the Pro Shop if they witness carts being driven within 30' of the greens or tee boxes.

Golf Maintenance - Keith Ihms

- The Audubon Certification for Berksdale is progressing. The Golf Maintenance team hosted a Bioblitz from 10-2 at Berksdale on May 22nd. This included an activity to look for wildlife and birds on the property. Those attending were very interested and enthusiastic.
- All Compliance projects will be completed this week including wash racks and chemical storage. Some of the projects were carry over from 2018.
- Golf Maintenance and the Fishery Team rounded up and removed 25 geese from the golf courses.
- Hole #1 at the BVCC is open
- Weather
 - May had more cold nights than usual, delaying the growing season for the Bermuda grass
 - 4 nights in the 40's, 15 nights in the 50's (too cold for Bermuda to grow)
 - 9 nights in the 60's and 4 nights in the 70's (good for the Bermuda)
 - The grass is 2-3 weeks behind last spring
- USGA Visit - because of the issues with the weather, Keith has asked the USGA Rep to visit on July 10th, in conjunction with the July meeting. Plan on attending an on-course review in the morning and a recap of results at the Golf Committee meeting. These sessions are interesting and informative.
 - The USGA Rep will meet with the Superintendent's during the day.

General - Tom Judson

- Tom Judson relayed the state has officially confirmed the Trafalgar Fire is OUT. There will still be some controlled burning of the debris. The latest information can be found on the POA website. <https://bellavistapoa.com/members/trafalgarfire/>

Public Comments

- Why is there a 'lake' in the middle of the #5 fairway, right in the landing area? Per Keith: It is due to the rain received the night before. Keith and Rob Dreeson are looking to a project for temporary drainage in the fall.
- The fairways at Dogwood are superior to those at other courses. Per Keith: Dogwood is about 80% Bermuda 419 which is several generations newer than the common Bermuda used on other courses. As the opportunity presents itself, we are replacing worn areas with newer breeds.
- It is suggested that we have Carts on Path at the beginning of the growing season so the grass comes in faster & stronger.

Board Liaison

- Mary Sinkus asked who was responsible to review the 9 hole courses. Susan reviews Brittany, along with Dogwood, and Phil reviews Berksdale, along with Kingswood.

- Jim Abrahamson thanked the committee for organizing the recent public meeting. Our golf business is declining and the assistance with policy issues is appreciated.

Old Business

- none

New Business

- **Potential closure of Brittany Golf Course - Recommend Brittany stays Open - Approved - Appendix 3**
 - Jason read the recommendation of the Committee that was formulated in the GJAC Special Meeting on May 29th.
 - Susan moved the Recommendation be accepted as read, Mark Diehl seconded the motion.
 - A recap of the discussion can be found in the GJAC Meeting Notes from the May 29th meeting.
 - Dean Collins reviewed the concept of creating a '3 Par' course by indicating forward tees on the 4 par holes.
 - The motion passed unanimously
- **Request by Friends of Dogwood to plant 3 trees - Approved - Appendix 4**
 - The Friends of Dogwood requested permission to plant 3 trees at Dogwood: a Dogwood above #18 green, a Chinese Lantern as you come down from #6 and a Crabapple to the side of the #8 Tee Area
 - Dean made a motion to approve the proposal, Mary seconded the motion. It passed unanimously.
- **Application for Golf Committee Membership for Gary Mertz - Approved**
 - Jason introduced Gary Mertz who applied to be a member of the Golf Committee. Gary is an active golfer and also an active volunteer in the community.
 - Mary Diehl moved that Gary's application be forwarded to the POA Board; Mary seconded the motion. The motion Passed unanimously.
 - The Board will review the application at the regular June Board meeting.

Ruth Hatcher, POA Board Chair, thanked the committee for the extra effort for the community meeting.

Announcements

- Golf JAC Regular Meeting – Wednesday, July 10th at 4:00 pm in Boardroom at BVCC
- Community JAC – The Community JAC needs volunteers to help with the Fireflies and Tailgating Event June 15th from 6:30 p.m to 9:00 at Blowing Springs Park. Please contact Dylan Shaddox (dylanshaddox@yahoo.com), if you are interested.

Adjourn

- The meeting was adjourned at 5:05 pm

Appendix 1 - Course Reports

COURSE INSPECTION FOR BELLA VISTA COUNTRY CLUB, June, 2019

COURSE INSPECTION

Name of Course: BVCC

Course Superintendent: Bruce Fleming

Name of Reviewer: Mary Riorden

Greens Superintendent: Rob Dreesen

Date of Visit: 06-05-19

General Appearance of Club House (include Snack Bar and Bulletin Boards)

Excellent. It is kept clean and neat at all times. Score cards and pencils are available in the club house and on the carts. Snacks are available for purchase. Merchandise is neatly displayed. Staff in uniform and name tags.

Golf Cart (cleanliness, sand in container, sharp pencil): Carts are clean and well stocked. The staging area is quite small for shot gun starts.

Appearance of Flower Beds, and FOH, FOD, LAL added landscaping: Beautiful throughout the course.

Cleanliness and General Repair of Bathrooms: Bathroom under Pro Shop is clean and neat. There is no change in the other bathrooms.

Availability of Water and Cups on Course: Ice and water are available in the restroom area below the club house and is available for purchase at the club house. Water is available on the course through the water fountains and coolers.

Noted Safety Hazards (overhanging and dead limbs, holes, etc.) One tree limb being removed today between hole #1 and #10. Nothing else noted.

Additional Comments: Hole #1 open and in beautiful shape. The drop area sign is in place on hole #2. The bunkers throughout the course need raking as some have run offs from the last rain storm. The bunkers on the back of Hole #12 have a lot of clumps of debris from the aeration of the greens. Overall, the condition of the course is beautiful.

COURSE INSPECTION FOR DOGWOOD & BRITTANY, June, 2019

Date of Visit:6/04/19 Name of Reviewer:Susan Nuttall

Head Golf Pro: Paul Gomez Course Super: Scott Hanson

General Appearance of Club House (include Snack Bar and Bulletin Boards): Excellent and **OPEN**.

- New crossing lights installed on Jack Crabtree Road (between #7 & #8). Changed the location of the button to activate the lights so it is easily reachable from the cart.
- New seasonal staff has been hired, after the closure, are in the training process.
- It has been busy since the course reopened.
- New fashions are available. The snack bar has introduced a new turkey club for only \$3.

General Appearance of Course: Beautiful!

- Maintenance team took advantage of the closure to enhance maintenance activities - a rare opportunity during the growing season
 - Applied foliar fertilizer and applied the monthly rate of wetting agent with preventative fungicide to Dogwood and Brittany greens.
 - Applied growth regulator to all Tees, Fairways, Collars and Approaches.
 - Tested irrigation satellite stations
 - Topdressed Dogwood greens prior to heavy rain & hail. No damage from hail.
 - Began removing gravel and debris along 14 bridge
- The staff striped the cart parking lot adjacent to the clubhouse and the east parking lot. This has helped to improve safety and reduce congestion.
- A new ice and water machine for the bathroom area is on order and should be installed within the next month.

Noted Safety Hazards (overhanging and dead limbs, holes, etc.): none

Golf Cart (cleanliness, sand in container, sharp pencil):excellent

Operational Opportunities (per head pro or pro shop staff) limit to up to 3:

- Course has been closed, impacting revenue and usage

Maintenance Opportunities (per course superintendent) limit up to 3:

- The 30' rule is being abused near the greens for those with blue flags. Carts are being driven right up to, and sometimes on the greens.
 - Suggestions: print handicap rules on scorecard and on the back of the handicap cards.
 - Combine the messaging for the 90 degree rule and 30' rule on the same sign
 - Empower the staff to remind golfers of this restriction

Comments and Notes:

- Marketing is working on signage for the nearby bike trails promoting the Food and Beverage at the Clubhouse

COURSE INSPECTION FOR KINGSWOOD-BERKDALE, JUNE, 2019

Date of Visit: June 3, 2019

Name of Reviewer: Phil Spencer

Head Golf Pro: Gavin Smith

Course Super: Reed Holly

General Appearance of Club House:

Clean and Tidy. Sales of merchandise in May did not meet budget which is higher than Country Club budget with a larger space.

General Appearance of Course:

Very good for the amount of rain we have had.

Noted Safety Hazards:

Some damaged cart paths remain a hazard. Restaurant parking lot near club house has broken pavement that is a hazard for walking.

Golf Cart:

All carts are cleaned and ready for play.

Operational Opportunities:

Nothing significant at this time with limited budget.

Maintenance Opportunities:

With all the rain the time is spent mowing, mowing and more mowing.

Comments and Notes:

Wet conditions have slowed some work, except for mowing.

COURSE INSPECTION FOR Highlands, June 2019

Date of Visit: 06/04/19 Name of Reviewer: Mark Deihl

Head Golf Pro: Alex Sanford

Course Super: Greg Jones

General Appearance of Club House (include Snack Bar and Bulletin Boards): Looks great.

Pro shop is well stocked and clean. Sales and rounds are doing well.

Bar Area- Nice inviting atmosphere. Bill has specials going, with a great Happy Hour crowd.

General Appearance of Course: Course has greened up and looks great. Fairways are three weeks behind in growth due to cool temperatures and excessive rain fall. Course has received almost 21" of rain since May 1st. Need a week of sunshine to dry out fairways and promote filling in of fairways. Sand bunkers are performing well as designed. They are draining out the water, thus not having standing pools of water or sand wash outs, from all the spring rain.

Noted Safety Hazards (overhanging and dead limbs, holes, etc.): None

Golf Cart (cleanliness, sand in container, sharp pencil): Carts are clean with score cards and pencils. Containers filled with sand for divots.

Operational Opportunities (per head pro or pro shop staff) Golf rounds are doing well, considering all the rain. Tournaments are scheduled and PGA JR league is practicing and playing. Golf Channel Tournament was a success this past Saturday and staff is well ready to serve the golf community and the upcoming tournaments.

Maintenance Opportunities (per course superintendent) limit up to 3: Maintenance has been busy cleaning up limbs and washouts due to the recent storms. They have fertilized fairways, continued cleanup, and continue manicure of course.

Comments and Notes:

The Pub is doing great. Bill has a lot of beer sales to golfers, numerous special parties, and a consistent crowd.

Need to notify players that there are still saturated areas in the fairways with all the recent rains. If areas and grass look wet, please do not drive thru these areas. A little common sense and courtesy goes a long way in keeping the grass healthy and intact.

Name of Course: Scotsdale

Name of Reviewer: Dean Collins

Date of Visit: May 31 & June 1, 2019

Head Golf Pro: Alex Sanford. Course Super: Kyle Soller

General Appearance of Club House (includes snack bar and bulletin boards)

Excellent

Noted Safety Hazards:

None noted

Golf Carts (cleanliness, sand in container, sharp pencil, score card, etc.)

Good. Carts are staged very nicely, easy to check out and return.

General appearance and cleanliness of bathrooms:

I continue to believe that the on-course restrooms are in need of attention. Paint and through cleaning, including sky-lights, would make them more appealing.

General Appearance of Course:

Greens were aerated last week and they did an excellent job of getting adequate sand on greens to fill aeration holes. If the weather cooperates, within a week the greens will be cut, rolled, back to a desired speed.

Operational Activities:

Business at Scotsdale, golf and snack bar, have been excellent the past few weeks. It was so good on Saturday that they were out of brats and hotdogs before 6pm. According to staff, they had served over 50 patrons.

Maintenance Opportunities:

I noted rocks in the fairway next to the creek on hole 9. Kyle thinks the grass will cover them adequately without further sweeping. I did notice considerable bare spots near the creek on hole 8 that make it more difficult to "lay up" on the t shots. Hole 12 is providing a challenge to the staff in establishing a satisfactory fringe next to the putting surface. The uneven slopes next to the green are difficult to mow as they would like. The staff continues to work to improve all green side fringes by rolling and mowing. Business at the driving range has been hampered by lack of access due to rain and the low water bridge.



From: Darryl Muldoon, Director of Golf Operations
To: Golf Committee
Date: June 5th, 2019
Subject: Golf Financials and Rounds Report

Please note that in the month of May we had 11.1" of rain on average

On the Revenue Report for May you will notice: That we lost some ground.

- Members Green Fee year to date Revenue trails 2018 by \$69,675.00.
- Golf Cart Revenue is down \$38,798.00 over 2018 year to date.
- Guest revenue up by \$ 898.00 over 2018.
- Merchandise Revenue is up \$ 14,151.00 over 2018.

On the Rounds Report for May you will notice:

- May ended with 14,836 total rounds played.
 - Down from last year for the month by 2,957.
- Total rounds down 3,255 year to date compared to 2018.
- The breakdown is as follows over 2018:
 - Members rounds down by 3,681.
 - Non-Member rounds up by 426.

GOLF FEES AND CART REVENUE ANALYSIS

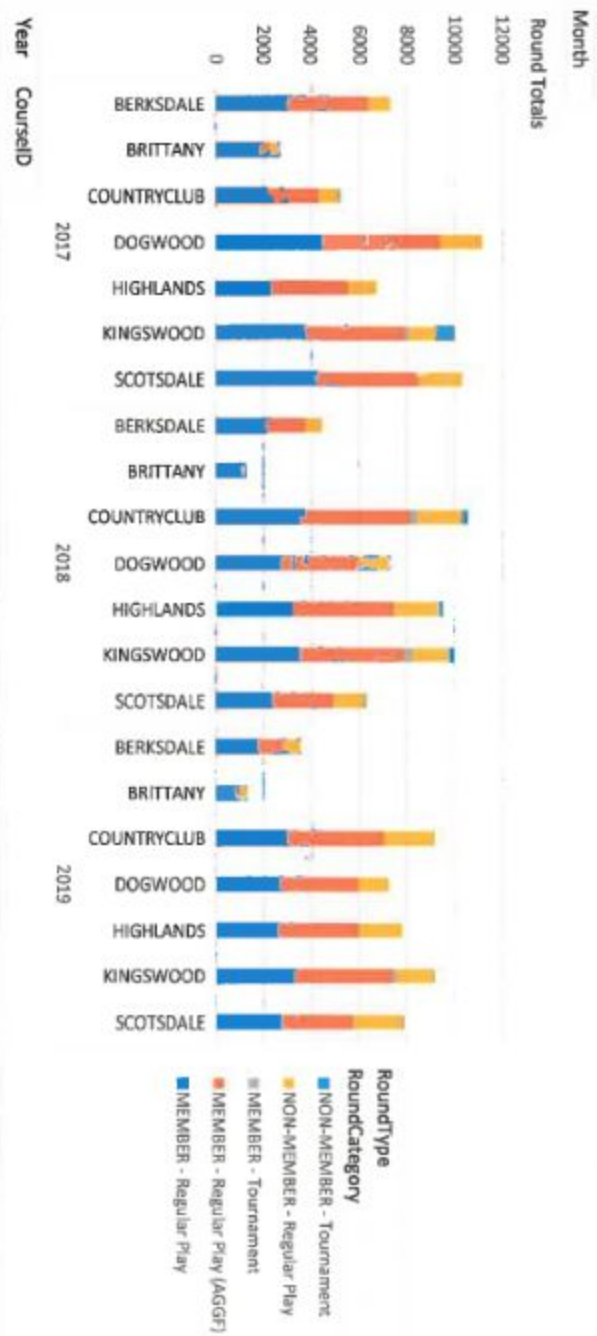
For the Five Months Ending May 31, 2019

Description	2017	2018	2019
Member Greens Fees *	\$360,425	\$324,440	\$292,356
Annual Greens Fee	\$740,838	\$760,807	\$723,216
Total Members Green Fees	<u>\$1,101,263</u>	<u>\$1,085,247</u>	<u>\$1,015,572</u>
Cart Rentals	\$251,324	\$236,017	\$233,697
Private Cart Registrations	\$140,747	\$128,850	\$115,163
Annual Seat Leases	\$411,741	\$388,479	\$365,688
Total Cart Fees	<u>\$803,812</u>	<u>\$753,346</u>	<u>\$714,548</u>
Guest Greens Fees **	\$202,431	\$194,355	\$195,253
Merchandise Revenue	\$161,288	\$171,679	\$185,830

Year To Date ending May 31st

Month (Multiple Items)

Round Totals		MEMBER		NON-MEMBER		Total		Total		Grand Total
Round Type	Year	Regular Play	Regular Play (AGGF)	Tournament	Regular Play	Tournament	Regular Play	Tournament	Regular Play	Tournament
2017		21838	22458	165	44461	8131	861	8992	53453	
BERKSDALE		2974	3422	6396	935	7331				
BRITTANY		1844	394	2238	434	2672				
COUNTRYCLUB		2158	2156	4314	857	5235	64	921	11152	
DOGWOOD		4490	4900	9390	1762	11152				
HIGHLANDS		2346	3193	5539	1197	6736				
KINGSWOOD		3779	4126	165	8070	10005	797	1935	10322	
SCOTSDALE		4247	4267	8514	1808	10322				
2018		18499	20619	705	39823	8963	583	9546	49369	
BERKSDALE		2133	1621	3754	709	4463				
BRITTANY		941	93	1034	244	1278				
COUNTRYCLUB		3522	4637	280	8439	10570	230	2131	7265	
DOGWOOD		2729	3209	5938	1327	9493				
HIGHLANDS		3241	4200	41	7482	9982	179	2011	6318	
KINGSWOOD		3541	4331	338	8210	6318	139	1772	7804	
SCOTSDALE		2392	2528	46	4966	6318	35	1352	7804	
2019		16978	18862	302	36142	9891	81	9972	46114	
BERKSDALE		1788	998	2786	752	3538				
BRITTANY		919	91	1010	308	1318				
COUNTRYCLUB		2989	4038	36	7063	9160	8	2097	7241	
DOGWOOD		2650	3293	5943	1298	7241				
HIGHLANDS		2592	3345	68	6005	7804				
KINGSWOOD		3287	4114	164	7565	9155	28	1590	7804	
SCOTSDALE		2753	2983	34	5770	7898	45	2128	7898	



GOLF JOINT ADVISORY COMMITTEE'S BRITTANY RECOMMENDATION

On behalf of the Golf Joint Advisory Committee, we would like to thank the Board for the opportunity to seek member input regarding the repurposing of Brittany Golf Course. Based on our findings and overwhelming input and support from the members, it is the Golf Joint Advisory Committee's recommendation to the POA Board of Directors to keep Brittany Golf course open.

This recommendation comes with a few additional ideas for consideration to help increase play on the course (full list attached):

1. Highlight unique characteristics of Brittany
2. Pricing Promotions
3. Events
4. Slight Changes to Course
5. Group Scheduling
6. Enhanced Marketing Tactics
7. Free use of golf clubs for beginners
8. Increase rounds by asking all members that have voiced their opinion to keep Brittany open to play additional rounds on Brittany

The Golf JAC is optimistic that by undertaking these efforts, the usage of Brittany Golf Course will increase. The Golf JAC alone can't improve the situation at Brittany, we need the support of the entire community. If the above efforts fail, at some point in the future the discussion of closing Brittany may return. All members are encouraged to include Brittany in their play rotation.

Thank you again on behalf of the Golf JAC. We are confident that the Board will make an informed decision based on our recommendation.

Jason Loyd
Chair
Golf JAC

GOLF JAC INCREASE BRITTANY ROUNDS IDEAS DETAIL

- Highlight unique characteristics of Brittany
 - Market how rounds can be played quickly
 - Low price
 - Family friendly, especially nice to take kids and grandkids
 - Good place to practice and build golf skills
 - Play at your own pace
 - Just a few minutes away for those living in central/east side of Bella Vista
- Pricing Promotions
 - Remind members of the Kids First Promotion - \$100 with Annual Pass, \$200 with Photo ID
 - Kids play free with adult
 - Pricing for a Family Pass - unlimited play for your family at Brittany
 - Twilight fees - lower rates in the evening/weekends
 - Limited time package (e.g. for two weeks), because the kids or grandkids are out for a short amount of time
- Events
 - Beginner Clinic
 - Golf education, kids and adults.
 - Golf and a meal, golf and a movie
 - Family tournaments (once every two months)
 - 27-hole tournament
 - Golf and social event. Wine & Nine (date night), Nine and Dine
 - Skills contests. Drive, chip, and put contest. Target contest, based upon length
- Changes to Course
 - Establish par 3's for all holes on the course.
 - Play it Forward tees on the 4 pars
- Group Scheduling
 - Ask 9-hole groups to include the course in their rotation
- Enhance Marketing tactics
 - Market as "Bella Vista's little gem" (or similar catch phrase)
 - Promote the course in the general email, not just the golfing email
 - Ensure the emails are grouped based upon if the target market is members or guest
 - Ensure pricing is reflected correctly for the appropriate group
 - Launch some of these marketing ideas as soon as possible to take advantage of the summer, while kids are out of school
- Miscellaneous
 - Ask Friends of Dogwood to fund the purchase kids' equipment for Brittany.
 - Establish a "Friends of Brittany" group
 - Ask all members that have voiced their opinion to keep Brittany open to play the course a couple times a year

Appendix 4 - Friends of Dogwood Request

Friends of Dogwood

June 5, 2019

Contact: Susan Nuttall, susanvnutall@gmail.com

Request for Approval to plant 3 trees at Dogwood Golf Course

The Friends of Dogwood obtain several trees in 2018 as part of the 'Tree City' campaign. These have been growing at the Garden City Coop and are now large enough to be transplanted to the Golf Course. We are seeking approval to plant:

- One Dogwood
- One Chinese Lantern
- One flowering Crabapple

We consulted with Scott Hanson, Golf Course superintendent on sites for the trees. Areas were selected for ease of maintenance, would make for a focal point, did not shade greens, tee boxes or fairways.

